



WXLV-TV  
3600 Myer Lee Dr  
Winston Salem, NC 27101

Targeted Platform Media  
1291 Hollywood Ave  
Annapolis, MD 21403

# Contract # 2534139

**Schedule Dates** 07/05/16-07/11/16  
**Advertiser** Priorities USA Action (72141)  
**Agency** Targeted Platform Media (15945)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** TV (105655)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Katie Thompson,  
**Phone/Fax** /  
**CPE** 750/760/4594  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** TV  
Separation: 30  
AMY MCCREARY

**Date Entered** 06/17/16  
**Last Modified** 06/17/16  
**Entered By** Lisa Carter  
**CO-OP** No  
**Headline #** ECR25194235  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,341.75  
**Net Total** \$7,603.25  
**Sales Tax**

**Greensboro (WXLV)**  
By Broadcast Month  
Jul. 2016 Spots 21 Rate \$8,945.00  
Grand Total: 21 \$8,945.00

*Outpost*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	07/05/16-07/08/16	2	:30	9A- Dr Phil 2	2		X	X	X	X			2	\$80.00	\$160.00	Greensboro (WXLV)	Dr. Phil	6/17/16
2.0	Normal Line / SPOT (2)	07/05/16-07/08/16	2	:30	2P- ABC General Hospital	2		X	X	X	X			2	\$90.00	\$180.00	Greensboro (WXLV)	General Hospital	6/17/16
3.0	Normal Line / SPOT (3)	07/05/16-07/08/16	4	:30	3P- Dr Phil	3		X	X	X	X			3	\$105.00	\$315.00	Greensboro (WXLV)	Dr. Phil	6/17/16
4.0	Normal Line / SPOT (4)	07/05/16-07/08/16	2	:30	5P- Peoples Court	2		X	X	X	X			2	\$90.00	\$180.00	Greensboro (WXLV)	Peoples Court	6/17/16
5.0	Normal Line / News (5)	07/05/16-07/08/16	1	:30	6:28-30P- ABC-World News Monday-Friday	2		X	X	X	X			2	\$600.00	\$1,200.00	Greensboro (WXLV)	ABC World News	6/17/16
6.0	Normal Line / SPOT (6)	07/05/16-07/08/16	2	:30	7:28-30P- Family Feud B	2		X	X	X	X			2	\$400.00	\$800.00	Greensboro (WXLV)	Family Feud	6/17/16
7.0	Normal Line / News (7)	07/05/16-07/08/16	2	:30	11:01P- News- News 14 Carolina on ABC 45 at 11pm	2		X	X	X	X			2	\$480.00	\$960.00	Greensboro (WXLV)	News14 On ABC 45	6/17/16
8.0	Normal Line / Prime (8)	07/11/16-07/11/16	2	:30	7:57-56P- ABC-The Bachelorette (Monday)	1								1	\$1,200.00	\$1,200.00	Greensboro (WXLV)	Bachelorette-ABC	6/17/16
9.0	Normal Line / Prime (9)	07/11/16-07/11/16	1	:30	10P- ABC-Mistresses (Monday)	1								1	\$1,100.00	\$1,100.00	Greensboro (WXLV)	Mistresses-ABC	6/17/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgl.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WXLV-TV  
3500 Myer Lee Dr  
Winston Salem, NC 27101

Targeted Platform Media  
1291 Hollywood Ave  
Annapolis, MD 21403

# Contract # 2534139

Schedule Dates 07/05/16-07/11/16  
Advertiser Priorities USA Action (72141)  
Agency Targeted Platform Media (15945)  
Product POLITICAL ISSUE (ns) (1187)  
Brand TV (105655)  
Salesperson Millennium/DC, Washington DC (1108)  
Sales Office Millennium Washington DC  
Buyer Name Katie Thompson,  
Phone/Fax /  
CPE 750/760/4594  
Account Types National/Political Issue Agency BRD  
Billing Type Weekly/Irregular  
Comments TV  
Separation: 30  
AMY MCCREARY

Date Entered 06/17/16  
Last Modified 06/17/16  
Entered By Lisa Carter  
CO-OP No  
Headline # ECR25194235  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$1,341.75  
Net Total \$7,603.25  
Sales Tax

By Broadcast Month	Spots	Rate
Jul. 2016	21	\$8,945.00
<b>Grand Total:</b>	<b>21</b>	<b>\$8,945.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / Prime (10)	07/10/16-07/10/16	1	:30	8P- ABC-Celebrity Family Feud (Sunday)	1							1	1	\$1,200.00	\$1,200.00	Greensboro (WXLV)	Celebrity Family Feud-ABC	6/17/16
11.0	Normal Line / Prime (11)	07/10/16-07/10/16	1	:30	9P- ABC-The \$100,000 Pyramid (Sunday)	1							1	1	\$1,160.00	\$1,160.00	Greensboro (WXLV)	The \$100,000 Pyramid-ABC	6/17/16
12.0	Normal Line / SPOT (4)	07/11/16-07/11/16	2	:30	5P- Peoples Court	1	1							1	\$90.00	\$90.00	Greensboro (WXLV)	Peoples Court	6/17/16
13.0	Normal Line / SPOT (6)	07/11/16-07/11/16	2	:30	7:28-30P- Family Feud B	1	1							1	\$400.00	\$400.00	Greensboro (WXLV)	Family Feud	6/17/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 2016
------------------------------	----------------------

I, Targeted Platform Media, LLC

do hereby request station time concerning the following issue:

Presidential General Election on November 8, 2016
---

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS	ORDERED			

This broadcast time will be used by: Priorities USA Action

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Presidential General Election to be held November 8, 2016

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action, 601 13th St NW, Washington, DC 20005

(202) 798-5902

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Greg Speed, Treasurer  
Anne Caprara, Executive Strategist  
Guy Cecil, Chief Strategist

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

--

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

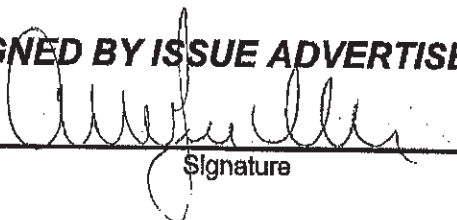
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

March 29, 2016

Date



Signature

(202) 965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted



Signature

☐ Accepted in Part

Angela Jordan

Printed Name

☐ Rejected

LSM

Title